

LOS ANGELES, CALIFORNIA

## Finding the Right Funders: A Strategic Approach

Barbara Floersch, Director of The Grantsmanship Center since 2011, has over 30 years of experience in nonprofit management, proposal writing, and grants administration, and nonprofit consulting. She has secured tens of millions of dollars in federal, state, and foundation grants; taught hundreds of seminars and classes at conferences, colleges, and nonprofits; testified before Congress; published numerous articles; and served as an expert reviewer for many government grant competitions. Barbara has been a trainer for The Grantsmanship Center for 12 years.

#### Presenter



Barbara Floersch

The Grantsmanship Center
P.O. Box 17220 | Los Angeles, CA 90017 |
Floersch Vermont Office (802) 223-7833 | Floersch Cell (802)522-3717
Los Angeles (213) 482-9860 | (800) 421-9512
Barbara@tgci.com | www.tgci.com



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# Be Strategic > Prospect

- Be Proactive
- Think Long-Term
- Learn about serious research tools & use them





Plan the Work & Work the Plan!

### Government Funders and Private Funders are Different

Government	Foundations & Corporations		
Issue requests for proposals and application guidelines	Seldom solicit proposals May not provide guidelines		
Federal very organized – others less so	It JUST depends		
Relationships can be helpful	Relationships usually <b>critical</b>		
Quality of proposal is critical	Quality of proposal often less critical than quality of relationship		

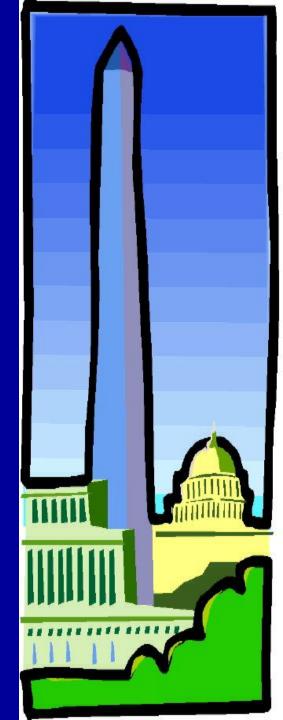
# Catalog of Federal Domestic Assistance

(CFDA)

www.cfda.gov

Provides information on every federal funding program that is authorized by statute and that requires you to apply.

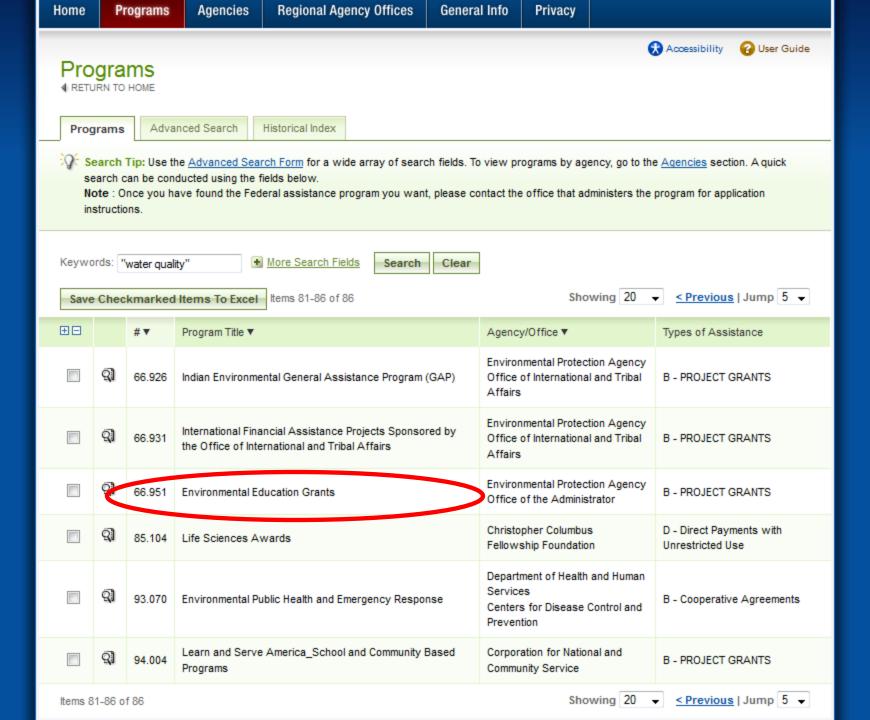
**Get Ahead of the Game!** 



# Catalog of Federal Domestic Assistance



## www.cfda.gov









#### **Environmental Education Grants**

Number: 66.951

Agency: Environmental Protection Agency
Office: Office of the Administrator

#### **Program Information**

#### Authorization (040):

National Environmental Education Act, Section 6, Public Law 101-619.

#### Objectives (050):

The Environmental Education Grants Program supports projects to design, demonstrate, and/or disseminate practices, methods, or techniques related to environmental education and teacher training. As required by Public Law 101-619, this grant program provides financial support for environmental education projects implemented by schools, universities, state and local government environmental and educational agencies, tribal education agencies, and nonprofit 501 (c)(3) organizations that increase public awareness and knowledge about environmental issues and provide the skills that participants in its funded projects need to make informed environmental decisions and take responsible actions toward the environment.

Funding Priority - Fiscal Year 2011: All grant projects must address one of the following educational priorities: (1) Capacity Building: Building capacity to develop, deliver, and sustain comprehensive environmental education programs across a state or across multiple states; (2) Education Advancement: Utilizing environmental education as a catalyst to advance state or local education improvement goals; (3) Community Projects: Addressing environmental stewardship in local context and using community-based stewardship activities as the primary teaching tool; (4) Human Health and the Environment: Educating teachers, students, community leaders, or the public about human-health threats from environmental pollution, especially as it affects children, and how to minimize human exposure to preserve good health; (5) EE Teaching Skills: Providing pre-service and in-service professional development for teachers, faculty, or non-formal educators to improve their teaching skills and/or knowledge about environmental issues and content, such as sustainability, water and air quality, chemical risks, hazardous wastes, climate change and greenhouse gas emissions; or (6) Career Development: Educating students in formal or non-formal settings about environmental issues for the purpose of encouraging interest in environmental careers. All grant projects must also

#### CONTACT INFORMATION

#### Website:

Print

Design, demo, or

disseminate ENV

ED practices, etc.

Back

http://www.epa.gov/enviroed

Regional or Local Office:
Regional Agency Offices.
act the appropriate EPA
egional Office listed in Appendix
IV of the Catalog and on the
website www.epa.gov/enviroed
/grants.

#### Headquarters Office:

Karen Scott, Environmental Education Grant Program 1704A), Environmental Protection Agency, 1200 Pennsylvania Ave., NW,

Must address two sets of priorities

#### GENERAL INFORMATION

#### Assistance Types:

B - PROJECT GRANTS

#### Applicant Eligibilty:

14-State (includes District of Columbia, public institutions of higher education and hospitals)/
36-Environment (water, air, solid waste, pesticides, radiation)
20-Public nonprofit institution/organization (includes institutions of higher education and hospitals)/ 36-Environment (water)

#### Uses and Use Restrictions (070):

Grant funds shall be used to establish an education program which shall include, at a minimum: (1) design, demonstration, or dissemination of environmental curricula and materials on specific topics for which there are no existing materials; (2) design and demonstration of field methods, practices and techniques, including review of environmental and ecological conditions and analysis of environmental and pollution problems; (3) projects to understand and evaluate a specific environmental issue or a specific environmental problem; (4) provision of training or related education for teachers, faculty, or related personnel in a specific geographic area or region; and (5) design and demonstration of projects to foster international cooperation in addressing environmental issues and problems involving the United States and Canada or Mexico. Priority will be given to those projects which will develop: (a) a new or significantly improved environmental education practice, method, or technique; (b) an environmental education method which may have wide application; (c) an environmental education method which addresses skills or scientific fields identified as a priority in the report developed by the National Environmental Education Advisory Council; and (d) an environmental education project which addresses an environmental issue which, in the judgment of the Administrator, is of a high priority. More specific priorities are listed above under Objectives and are specified in the annual Solicitation Notice. Restrictions: No funds made available for this program shall be used for technical training of environmental management professionals; for advocacy or lobbying; for acquisition of real property (including buildings); or the construction or substantial modification of any building. Assistance agreement awards under this program may involve or relate to geospatial information. Further information regarding geospatial information may be obtained by viewing the following website: http://geodata.epa.gov.

Grant recipients and sub-recipients are encouraged to adopt and enforce policies that ban text messaging while driving company-owned or -rented vehicles or government-owned vehicles, or while driving privately-owned vehicles when on official government business or when performing any work for or on behalf of the government. Grant recipients and sub-recipients are encouraged to conduct initiatives of the type described in section 3(a) of the Federal Leadership on Reducing Text Messaging While Driving Executive Order that was signed on October 1, 2009.

#### Eligibility Requirements (080)

#### Applicant Eligibility (081):

Assistance under this program is generally available to local education agencies, colleges and universities, state education and environmental agencies, nonprofit organizations described in Section 501(c)(3) of the Internal Revenue Service, and noncommercial educational broadcasting entities as defined and licensed by the Federal Communications Commission. Applicant

More musts! But good variety.

institution/

The usual suspects are generally eligible to apply

#### Financial Information (120)

#### Account Identification (121):

68-0108-0-1-304

#### Obligations (122):

(Project Grants) FY 10 \$3,450,882; FY 11 est \$3,400,000; and FY 12 est \$3,400,000

#### Range and Average of Financial Assistance (123):

Range in past years was \$5,000 to \$200,000 per grant. In FY 2011 the range is \$15,000 to \$100,000 per grant under one RFP, and about \$185,000 to \$200,000 per cooperative agreement under a separate RFP. Average financial assistance: Regional grants are anticipated to average around \$50,000 this year, and the cooperative agreements will be about \$190,000 per Region

#### Program Accomplishments (130):

Fiscal Year 2011: No Current Data Available Fiscal Year 2012: No Current Data Available Fiscal Year 2013: No Current Data Available

#### Regulations, Guidelines, and Literature (140):

40 CFR Parts 7, 12, 30, 31, 32 Subpart F, 33, 47; Public Law 101-619, and the Office of Environmental Education annual Grant Program Solicitation Notice(s).

#### Information Contacts (150)

#### Regional or Local Office (151):

See Regional Agency Offices. Contact the appropriate EPA Regional Office listed in Appendix IV of the Catalog and on the website www.epa.gov/enviroed/grants.

#### Headquarters Office (152):

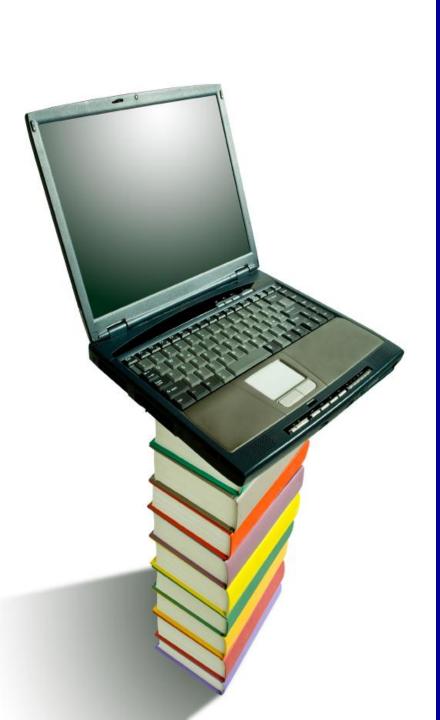
Karen Scott, Environmental Education Grant Program 1704A), Environmental Protection Agency, 1200 Pennsylvania Ave., NW, Washington, District of Columbia 20460 Email: <a href="mailto:scott.karen@epa.qov">scott.karen@epa.qov</a> Phone: 202) 564-2194.

#### Website Address (153):

http://www.epa.gov/en.iroed

#### Related Programs (160):

66.950 Environmental Education and Training Program



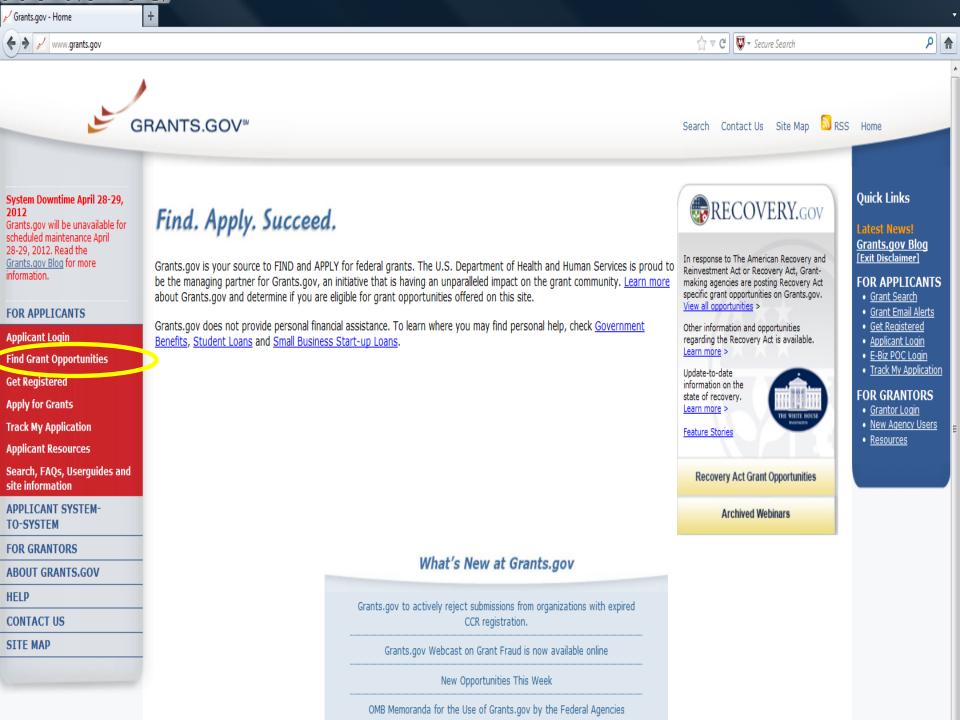
# Research Grant Programs through the CFDA

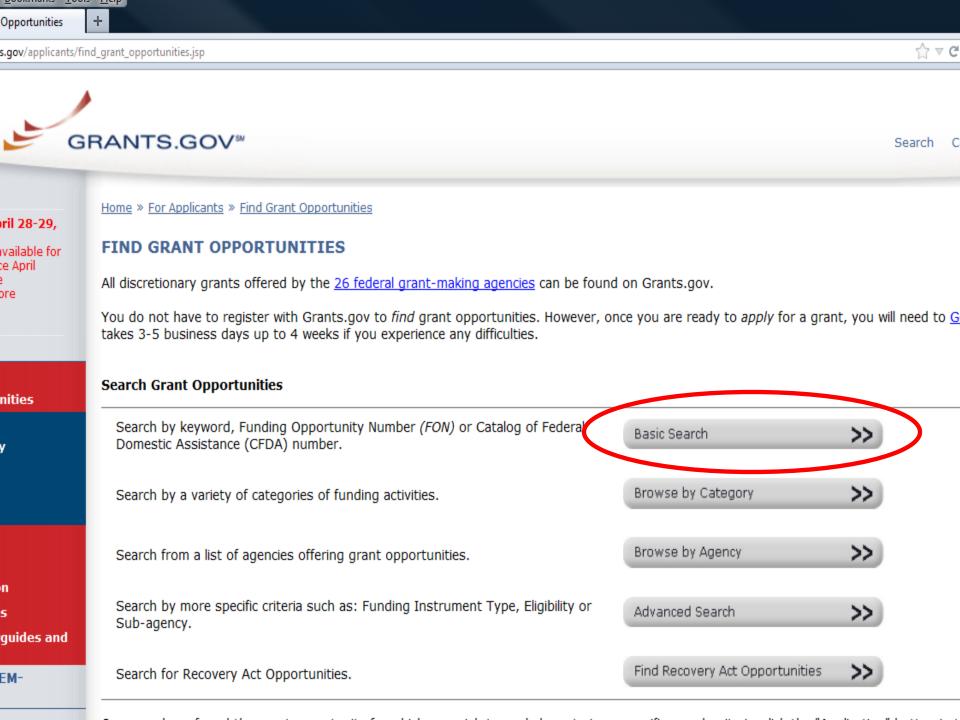
- Brainstorm Key Words and Phrases – Think Broadly
- Study CFDA Listing
- Visit Website of Relevant Federal Agency
- Call Federal Agency if You Have Additional Questions

### **A Few Basic Questions**

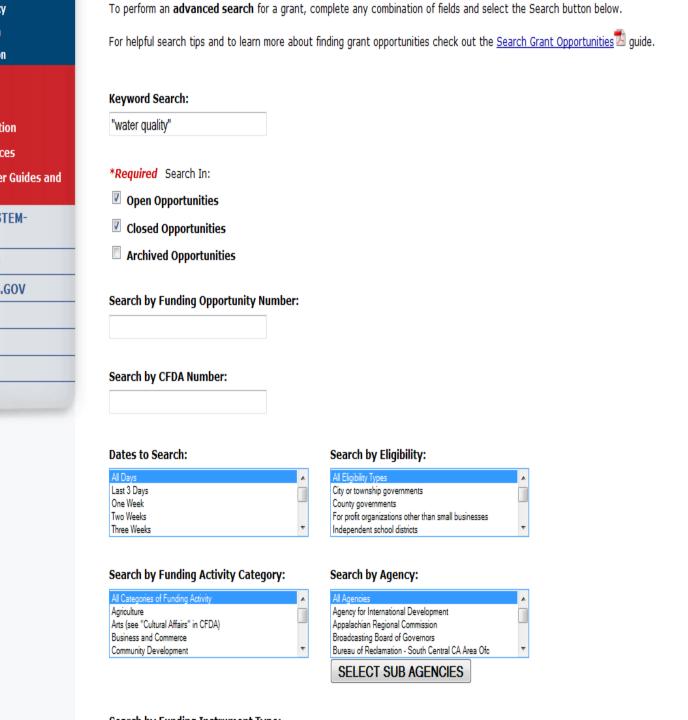
- Does opportunity match the mission
   & priorities of my organization?
- 2. Is my organization eligible to apply?
- 3. Does this grant program offer a competition each year?
- 4. When is the next competition expected to open?
- 5. Can I get a copy of the most recent application guidelines? (Federal agency site? Grants.gov?)







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gov/search/basic.do					
GR	NTS.GOV  Home > Find Grant Opportunities > Basic Search  BASIC SEARCH  Basic Search • Browse by Category • Browse By Agency • Advanced Search  To perform a basic search for a grant opportunity, complete at least one of the following fields Keyword Search, Search button.  Only open opportunities will be returned. To search closed or archived opportunities, use Advanced Search.  For helpful search tips and to learn more about finding grant opportunities check out the Search Grant Opportunities of the Search Grant Opportunities.				
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n	Only open opportunities will be returned. To search closed or archived opportunities, use Advanced Search.				
	For helpful search tips and to learn more about finding grant opportunities check out the Search Grant Opportunities 2 g				
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ТЕМ-	Search by Funding Opportunity Number:				
.GOV	Search by CFDA Number:				



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rch otion	01/14/2008	Severe Repetitive Loss (SRL) Pilot Program	Department of Homeland Security - FEMA	DHS-FEMASRL-08-001	LIST OF ACRONYMS ,				
ts	02/04/2008	REGION 6 FISHERIES CONSERVATION MANAGEMENT	Fish and Wildlife Service	FWS-R6-FR08-2					
cation ources	02/22/2008	Global Livestock Climate Change CRSP DRAFT	Agency for International Development	M-OAA-EGAT-DHWA- 0802-DRAFT	LIVESTOCK - CLIMATE CHANGE CRSP_,				
User Guides and on	02/27/2008	Conservation Innovation Grants - FY-2008 Florida State Component	Puerto Rico State Offie	USDA-NRCS-FL-08-01	Conservation Innovation Grants (Florida Component) Fiscal,				
YSTEM-	06/06/2008	ARO Broad Agency Announcement- Revised	Dept of the Army Materiel Command	W911NF-07-R-0003-02	ARMY RESEARCH OFFICE BROAD AGENCY,				
TS.GOV	07/11/2008	CSCOR FY09 NGOMEX and CRES	National Oceanic and Atmospheric Administration	NOS-NCCOS- 2009-2001466	ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY, ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY,				
	07/24/2008	<u>China Rule of Law Program -</u> <u>Administrative Law</u>	Thailand USAID- Bangkok	USAID-RDMA-CHINA- 486-08-015-RFA	USING ADMINISTRATIVE LAW TOOLS AND CONCEPTS TO,				
	11/25/2008	ARL/ARO Broad Agency Announcement- Revised	Dept of the Army Materiel Command	W911NF-07-R-0001-02	ARMY RESEARCH LABORATORY AND THE ARMY, INTRODUCTION, ARMY RESEARCH LABORATORY AND THE ARMY, INTRODUCTION, ARMY RESEARCH LABORATORY AND THE ARMY,				
	02/03/2009	USAID Philippines Conservation of Biodiversity and Management of Natural Resources, APS FY09	Philippines USAID- Manila	USAID-PHILIPPINES- 492-09-002-APS	<u>Issuance Date:</u> ,				
	03/09/2009	Interfacial Processes and Thermodynamics	National Science Foundation	PD-09-1414					

Department of the

03/09/2009





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for Los Angeles County Nonprofits

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**Funding Sources** 





ED: Disability Business Technical Assistance Center Coordination, Outreach, and

ISF: Leadership-Class System Aguisition - Creating a Petascale Computing Environ

ED: State Personnel Development Grants Program: Notice of Final Priority

ED: Disability and Rehabilitation Research Projects and Centers Program: Disabilit

Postsecondary Education Programs for Individuals Who Are Deal

## EC: Dissability Business Technical Assistance Centers

ED: State Personnel Development Grants Program

HS: Small Research Grant Program

6: Fetal Alcohol Spectrum Disorder





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CLICK FOR INFO



Google™ Custom Search

#### GrantDomain- The Grantsmanship Center's™ Databases of Funding Sources

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- Major Federal Grant Reform Update
- Grantsmanship Training Schedule
- Social Enterprise Training Schedule
- Research Proposal Training Schedule
- Federal Grants Training
- Schedule Essential Grant Skills Training Schedule

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grantseekers instant access to databases containing the full

range of funding opportunities

available to them.

GrantDomain's databases contain the most genuinely useful information available on government, foundation and corporate funding sources. Subscribers receive access to all

three databases at far less cost than other services charge for databases covering only one kind of funding source.

Click on the "Federal," "Foundation," and "Corporate" tabs for more information about each of the databases, including sample funder profiles and guided tours.

Purchasing a GrantDomain account is guick and easy. You may pay by check, purchase order, or credit card- and GrantDomain comes with a money-back guarantee. Try GrantDomain for 30 days and if you're not completely satisfied, we'll refund your payment- no questions asked. The price of GrantDomain is \$495 for 1 year, \$695 for 2 years and \$795 for 3 years.

Fee-Based service that includes federal, other government, & private funders.

#### **Federal**

- **Daily listing of ALL** funding opportunities
- Quick access to both opened and closed opportunities
- **Archived guidelines**
- Quick link to all federal agencies
- **Quick link to CFDA**

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# State - County - Municipal

- Check out web sites
- Call Office of Governor, County Official, Mayor
- Ask colleagues

# Most state, county, municipal grants are "pass through" from federal funds



What's the Mutual Interest

Five percent rule

**Nonprofits** 

Find a Connection

Relationships

### **Private Foundations**

General areas of interest

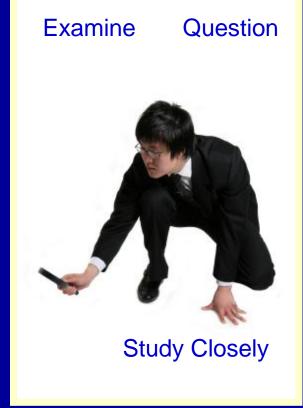
Some have deadlines, some don't

Many don't accept proposals



### **Doing the Research**

- **Step 1** Use a good, thorough database
- **Step 2** Brainstorm key words and phrases
- **Step 3** Establish a system to organize the information you find
- **Step 4** Decide what questions you want to answer
- **Step 5** Use 990-PF tax returns to fill in the blanks
- **Step 6** Decide which of your organization's efforts are most appropriate for each identified funder, and what level of funding you should request



### Important questions . . . .

- 1. Does funder support your area of interest?
- 2. Does funder make grants in your geographic area?
- 3. Is your organization eligible to apply?
- 4. What size grants does funder make to organizations such as yours? (990-PF)
- 5. Can you find a connection?



### Where, or where . . . ?



### **Research Tools**

The Foundation Center (Fdn.org)

Guidestar.org

GrantDomain.org (tgci.com)

990-PF Tax Return (Guidestar.org or Fdn.org)





State foundation directories

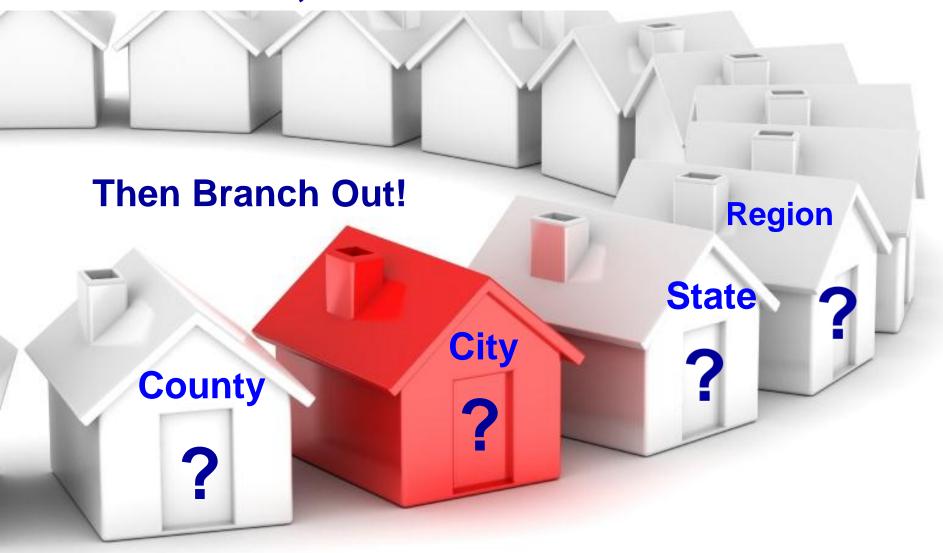
Foundation websites

 Foundation annual reports and printed guidelines

Other organizations that received grant funds

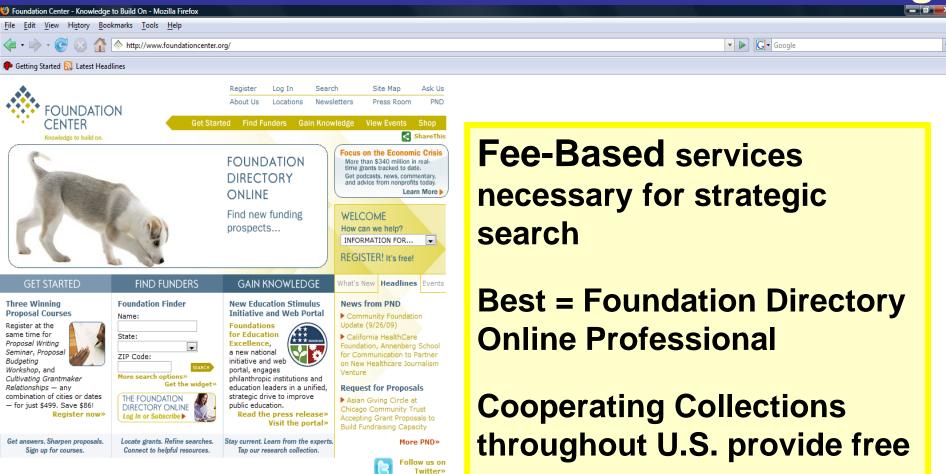
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## First, Look Close To Home



Funders close by are most likely to be interested in your work. Your organization is more likely to have connections.

## The Foundation Center – www.fdncenter.org





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access

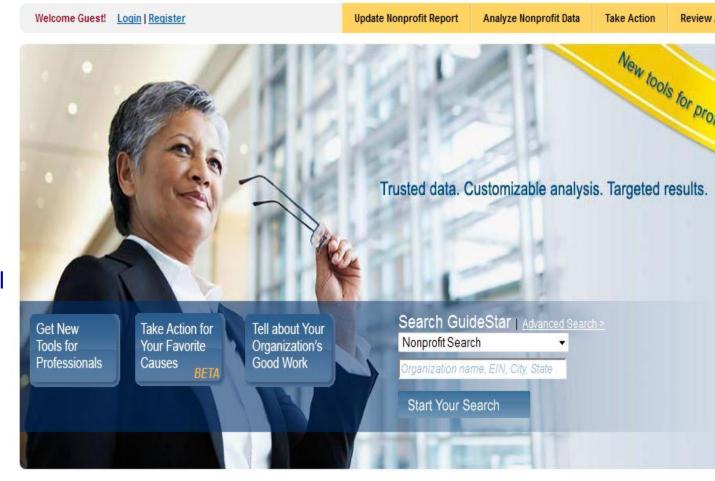


3 Years of 990-PFs for free – just register

- Information on ALL nonprofit organizations
- Search by zip code and foundations will show up along with your colleague nonprofits
- Free, easy way to locate foundations within a specific area
- THEN check out their 990-PF



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This major study shows how to make both fundraising and charitable giving more effective.

Learn more

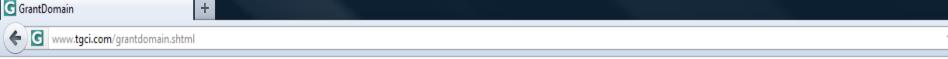
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#### **Development Trainin**

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Foundation

Fee-Based service that includes private & government funders



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Overview

#### GrantDomain- The Grantsmanship Center's™ Databases of Funding Sources

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eS: Small Research Grant Program

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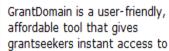
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range of funding opportunities

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Foundations=includes those that accept unsolicited proposals or that occasionally issue calls for proposals

**Corporate Giving** Programs = by city or zip code.

Simple & user friendly

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### **Managing Information**

### Hard Files (stored alphabetically)

- Listing from database
- Pages from 990-PF
- Pages from website
- Notes on connections to foundation
- Notes on contacts with foundation
- Contact information for promising foundations that do not accept proposals
- Copies of proposals
- Copies of award letters

### **Key Lists** (hard copy or database)

- 1) Foundations with deadlines (arranged by deadline)
- 2) Foundations without deadlines (alphabetically)
- 3) Foundations that do not accept applications (with notes)

Visit www.tgci.com

Many resources – some free and some for a fee

Class schedule and information about brining a workshop to your community

**New publication** that provides extensive information on funder research and includes 3 electronic forms for managing funder information should be available for sale digitally next week

### The Webinar concluded with a live demonstration of a webbased grant search tools.

This Webinar was recorded live.

To view this recording please visit:

http://www.waterboards.ca.gov/mywaterquality/monitoring\_council/collaboration\_network/index.shtml#webinar